

# How to create clients without a marketing budget.





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Let's get this out of the way. You do not GET clients. You CREATE them. Use the following 12 ways to build a profitable revenue generating machine with little or no money.

The key to marketing, and ultimately creating new clients without little or no money is not being known for the thing you do. Financial planning, financial services, financial research, etc. or whatever it is you do is a commodity, your services are a commodity.

The method to creating more perfect-fit clients is to be recognized as an expert in your field, a specialist with trustworthy credentials that establishes your credibility. How does one become an expert? The traditional path is to spend a lifetime in the industry and earn relevant educational certifications and degrees. But the traditional method takes a long time and is impractical for the new entrepreneur who wants to enter the business arena as a player.

There are alternative paths to reach the goal of being recognized as an expert.

Here are 12 ideas:

## **1. Learn about what's important in your industry today and become current.**

Every commercial niche has one or more trade magazines. Obtain a few back copies, three at least, and read them cover to cover, particularly noting the editorials as their topics are what's currently on the minds of the industry leaders. You should understand and adopt the opinion of the lead editorial from the lead magazine in that genre. The editors and writers know what is best for their industry. You should be adept on the subject and have an opinion or two of your own, of course, as you are an industry expert.



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**2. Note the advertisements.** These will also tell you what's new and important to the industry, as well as what the leading businesses are talking about and selling.

**3. Write an article and submit it for publication in one of the industry magazines.** This often isn't as hard as it seems. Once done, you are a published writer in the industry. If you have trouble getting an article published, write a letter to the editor or respond to one; that's easier, and it will start the process going. People will see your name and read your material.

**4. Create a blog on your website.** Begin to communicate with your market, discussing industry issues and creating an open forum with you as an expert. Highlight your involvement, as well as your diverse commitment to the industry. You can further establish your credentials and publish your materials, including press releases, articles, and so forth.

**5. Create interviews through podcasts (video or audio) based on your blog entries.** Post the video on YouTube. You can separate and post your audio to iTunes. Some people find it easiest to start with a simple Zoom interview and then can repurpose the video, audio portions which can be published to iTunes, Spotify etc. as a podcast and even transcribed as a text-based newsletter.

**Related: Join our Refluencer Project to learn how to Interview your way to more leads. [www.Refluencer.co/interview](http://www.Refluencer.co/interview)**

**6. Offer to speak at a local college.** Just about everyone lives near a university, college, state school, technical school, or some other bastion of higher learning. Offer a professor or department head the opportunity to have you speak at a forum run by the professor or department head on a subject relevant to you and the educator's interest group—at no charge, of course.



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**7. Programming.** Offer a local club, association, Co-working space, or service organization the opportunity to have you speak on a relevant subject both at no charge.

**8. Run your own seminar or collaborate and create a joint workshop.** This is a smart way to continue to build your credentials, and to collaborate with other professionals.

**9. Become a corporate speaker.** If your subject matter has commercial application, you may be able to get a local business to let you speak after hours, during lunch, or at a business meeting. Being a public speaker at leading businesses and corporations adds to your credentials.

**10. Create video and Livestreams.** Creating and sharing relevant video content is always a fast track to creating authority. Livestreams, webinars, and Questions and Answers segments are the shortcut to new leads you are looking for. .

**11. Join a national trade organization for your industry and offer to write a monthly column on interesting aspects of the industry for the organization's newsletter or magazine.** Of course, mention your name and business at the end to insert yourself subtly and tastefully. Be sure your article at least includes a byline with your web address. Now that you're writing a monthly column for the industry trade magazine, you must be a respected expert.

**12. Optimize your website as a lead generation sales funnel.** The challenge with most websites is they are giant online brochures with page after page after page of stuff that is irrelevant. Your visitors are ONLY looking for ONE THING; how to solve their problem, or fulfill their desire. If you are not specifically doing that in the first 5 seconds, then they will leave. Streamline your website to focus on the biggest challenge of your perfect-fit client.



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## NEXT STEPS:

Now that you have begun to cement your reputation into a solid foundation of respectability, you can compound and leverage your expertise around your area of interest. In the end, marketing yourself as the expert, and most importantly, a guide and resource leads to more business.

### Step 1: Figure out who the hell you are and what makes you special.

Make a list of the following, and **only put 1 thing total in each category**:

- What I'm Exceptional at:
- What I'm Good at:
- What I Suck at:
- What (Competitor) Is Exceptional at:
- What (Competitor) Is Good At:
- What (Competitor) Sucks At:

Once you have done **both**, try to see a pattern between what you're a fucking **rockstar** at, what you suck at, and your competitor's prospective list.

**Add one more point and fill it in:**

**What I'm better at than (Competition):**

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## NEXT STEPS (cont'd):

### Step 2: Figure out the types of people you want to attract by Being Who You Are.

Who do you like working with? What types of industries do you enjoy doing work for? What types of projects do you like working on?

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More importantly than all that though, who's your like-minded chill-bro duderino, customer, client, or otherwise? What does your "tribe" look like?

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Where do they "live", how can you reach them, and what do you think they'd want to see from you?

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### **POWER TIP: Collaborate to Double your impact.**

Make a list of industry professionals who also serve your tribe and fit your vibe that you can collaborate with to create even more impact for your ideal clients.

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2. 

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3. 

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4. 

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5. 

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## NEXT STEPS (cont'd):

### Step 3: Outline and showcase all of your credibility ONLY as it relates to helping your “tribe” achieve their outcomes.

You probably already have some credibility clues hanging around:

1. Testimonials on your website, in marketing materials and social media (you do have these, right?)
2. Past experience of being ‘selected’ by industry bodies or authorities in your sphere — conference speaking, TED talks etc.
3. Previous companies and clients you have worked with.
4. Case studies of the results you have helped clients (people like them) achieve.
5. Publications and media appearances. None of these? See
6. Awards, accolades and certificates (not your “Little Dolphin 5m Swimmer” certificate!)
7. And, of course, your content, it needs to be current and consistent!

## AUTHORITY IS NOTHING WITHOUT YOUR EPIPHANY STORY- ‘Use The 4 F’s’

**Educate your clients on the exact moment you decided to start solving their problem.** Show your *own* journey from A to B — even the bad bits. **Your FFFF credibility clues:**

**Firsts:** when did you do the solution you are promising for the first time? When did you first understand the problem and come up with a solution? When did you first have the problem?

**Failures:** what did you try that didn’t work? What else did you try?

**F\*ck ups:** what did you do wrong? How big a screw up was it? Be honest and revel in the gory details!

**Fight backs:** how did you fight back from failures and f\*ck ups? Who guided you? What elixir did you find and you are now offering to your audience?



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## Final words: It's time to get creative.

Creating clients is about, you guessed it, creating. Creating your brand. Creating your opportunities. Creating attention. But can you really do it for free? The answer is no.

Remember, we are talking about creating clients and generating revenue with no marketing budget. Nothing is FREE.

To create new clients, it still costs- time, attention, resources.

The real question becomes, how much attention do you have at your disposal right now? This could be from:

- An email list
- An SMS marketing list
- Social media followers
- An in-person audience (like a concert or religious gathering)

If the size of the audience you already have is extensive, you'll be able to reach more potential buyers for little to no money whatsoever. Thus creating sales on a non-existent budget.

However, the only free channel listed above is social media. Web and Email services like WIX or MAilchimp cost money (with good size audiences) and in-person events cost money in flyers, hand-outs and running costs.

To create new clients for free then, your expectations need to be lowered in line with the phrase 'you get what you pay for'.

But how do you get more clients at scale, and faster? You only have two options. Both of them require investment. More of your time, or more of your money.

Bottomline, you must get creative and get attention to create new clients.

Apple Orchard is a unique, and creatively simple way to find multitudes of new opportunities.

Get the framework here: [www.appleorchard.io](http://www.appleorchard.io)